

Customer Service Principles



Customer Service

Our business is not what we do, it's who we serve

4 key principles of exceptional customer service (Bob Farrell "Give 'em the Pickle")

Service – make serving others your number 1 priority; customer service is a high calling, be proud of what you do.

Attitude – choose your attitude, how you think about your customers is how you will treat them.

Consistency – set high standards and stick to them.

Teamwork – look for ways to make each other look good.

Universal Service Rules (Three Service Rules: The Golden Rule, Platinum Rule and Double Platinum Rule by: Bryan K. Williams, June 2007)

Golden Rule – Treat others the way **you** want to be treated (heightens your empathy).

Platinum Rule – Treat others the way **they** want to be treated (encourages a keen focus on your customer's expectations).

Double Platinum Rule – Treat others the way they **don't even know** they want to be treated (challenges you to consistently think of ways to exceed your customer's expectations).

To learn more about choosing the attitude of customer service, please attend our workshop *Customer Service: Serving the Commonwealth* and see our [Course Catalog](#).

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